



KNXV

**KNXV-TV
PHOENIX****ORDER**

Flight Dates 03/14/12-03/20/12

Contract / Revision 289500 /

Original Date / Revision
03/12/12 03/12/12

Advertiser Cardon / Republican / Senat

Agency Media Placement Technolog

Buying Contact

336 Commerce Street
Alexandria, VA 22314

Product

Wil Cardon for Senate 2012

Agency Com 15%

Billing Contact

PO Box 288
Alexandria, VA 22313

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive Order% Start Date End Date

Dave Lombardo 100%

Tanya Winscott %

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
KASW	%
KDRX	%
KPHO	%
KPNX	%
KPPX	%
KSAZ	%
KTVK	%
KTVW	%
KUSK	%
KUTP	%
UNKWN	100%

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
March 2012	25	\$22,758.75	\$26,775.00	0.00
Totals	25	\$22,758.75	\$26,775.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
02/27/12	03/20/12	25	\$22,758.75	\$26,775.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	KNXV	03/14/12	03/20/12	M-F 11am-12pm Right This Minute	CM	11am-12pm	1111--	:30	5	\$175.00	P-3	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/12/12	03/18/12	--111--		3				\$175.00		0.00			
		Week: 03/19/12	03/25/12	11-----		2				\$175.00		0.00			
N 2	KNXV	03/14/12	03/20/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	1111--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/12/12	03/18/12	--111--		3				\$800.00		0.00			



KNXV

Print Date: 03/12/12

Page 2 of 2

Contract / Revision 289500 Flight Dates 03/14/12-03/20/12

Hiatus Dates

Original Date / Revision 03/12/12/ 03/12/12

Order Sep 00:20:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	KNXV	03/14/12	03/20/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/19/12	03/25/12	11-----	2		\$800.00		0.00						
N 3	KNXV	03/14/12	03/16/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	--1-1--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/12/12	03/18/12	--1-1--	2		\$1,200.00		0.00						
N 4	KNXV	03/14/12	03/20/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$2,000.00	P-1	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/12/12	03/18/12	--111--	3		\$2,000.00		0.00						
Week:		03/19/12	03/25/12	11-----	2		\$2,000.00		0.00						
N 5	KNXV	03/17/12	03/17/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----1-	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/12/12	03/18/12	-----1-	1		\$1,500.00		0.00						
N 6	KNXV	03/14/12	03/19/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	1-1----	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/12/12	03/18/12	--1----	1		\$2,000.00		0.00						
Week:		03/19/12	03/25/12	1-----	1		\$2,000.00		0.00						
N 7	KNXV	03/14/12	03/20/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	11111--	:30	5	\$800.00	P-1	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/12/12	03/18/12	--111--	3		\$800.00		0.00						
Week:		03/19/12	03/25/12	11-----	2		\$800.00		0.00						

*Tax 1 Note: Tax 0.5%.

Totals 25 \$26,775.00